# A Tale of Two Coalitions

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## Partnerships:

- Importance of coordinator networks
- How we each work with other coordinators
- Recruiting and importance of stakeholders
  - Who they are, why you need them, how to recruit more, how to keep them engaged

### Planning:

- Setting goals, establishing metrics and measuring success
- Event/Workshop planning



Importance of coordinator networks



#### Kellie

- Had a DOE mentor assigned
  - Helped me understand and focus on what was important to jumpstart and build a strong coalition
  - Assisted with goal setting and a plan to achieve goals
- Use the List Serve on the national DOE Clean Cities website

- Other coordinators are your shoulder to cry on, your inspiration, support, allies
- Help provide fleet contacts for events or projects
- Share information on developing funding, policy, or education programs
- Can be a wealth of information

How we each work with other coordinators

#### Kellie

- One of 2 coalitions in state
- Strong partnership with IN OED and IDOA for grants
  - events promotions, etc.
- Work with neighboring states' coalitions on regional workshops and projects
  - I-65 Corridor Project

#### Mindy

- Texas has strong bond among coordinators (6Coalitions in state)
  - Because it is such a large state, cooperation is required
  - Contract with SEO required us to work on corridor projects/events
    - Texas Propane Lawn Mower
      Rebate Program

TEAMWORK!
WORKING TOGETHER GETS THE GOODS!

Power of partnerships with State and Federal agencies

Kellie

- SEO was a founding member of coalition
- Met with current administration during course of campaign to educate them about Clean Cities



- Long-term relationship with SEO
  - Keep them informed and involved in Coalition
    - Provided monthly progress reports
- Strong relationship with EPA Region 6
  - Provided us new outreach opportunities
  - Networking opportunities for potential projects/new stakeholders

Stakeholders: who they are, why you need them, how to recruit more, how to keep them engaged

#### Kellie

- Our stakeholders are diverse
  - Fuel producers; Jobbers; Retailers
  - Fleets: public and private
  - National partners
    - Fleets
    - Manufacturers
    - Equipment Providers
- If you build it, they will come
  - Fleet awards motivate other fleets to engage
  - Word gets out on strong coalitions

- Our stakeholders include public and private fleet administrators, vehicle and equipment manufacturers, fuel providers, and others
- Develop strong relationships –
  we are a technical clearinghouse
  of fuel, technology, funding,
  and policy information
  - Show them the value of being a part of your Coalition
  - PR for Fleets encourages them to continue projects as well as encourages other fleets to do the same

Stakeholders: who they are, why you need them, how to recruit more, how to keep them engaged

#### Kellie

- Stakeholders are my cheerleaders
- Use them to recruit
  - Other Fleets
  - Trade Partners
  - Local Government Buy-In
- Future Board Members
  - Get them involved in Committees/projects

- Stakeholders are vital to success
- They help with outreach, provide peer-to-peer exchange of information, and mentor one another (technology transfer)

Setting goals, establishing metrics, and measuring success

#### Kellie

- S.W.O.T: Process
- Strength: look at what you have going for you; Weakness:
   Honesty critical where is there a kink in your armor
- Opportunity: Your weaknesses are opportunities
- Threats: Local/State policy/political issues
- S.W.O.T. Analysis is outline for marketing plan

- Uses SECO and RDS deliverables to plan out program of work and have created a marketing plan from Summer 2009 2013.
- Developed metrics/goals for number of events, growth in stakeholders, projects, etc.

Events/Workshop Planning

#### Kellie

- Six Workshops a Year; Six Board Meetings, members welcome
- Cookie cutter approach, makes it easier to implement and deploy
- Send out short questionnaire
  - What do your stakeholders want to learn about?
  - Local examples that can be highlighted

- Hold quarterly Coalition meetings
- Workshops are as needed on relevant topics – new policies, funding available
- Have one major annual event
- Event Planning
  - Have a plan
  - Evaluate event

## **EPAct Mandated Fleets**

**Federal** 

- •US Postal (USPS)
- General Services Admin. (GSA)
- Housing and Urban Development

(HUD)

•NASA



- Natural Gas
- Power Utilities
- Municipal Power Generators
- Electric Coops

State

- Colleges/Universities
- State Dept of General Services
- State Dept. of Transportation

# Fleet Requirements – S&FP

- Under EPAct 1992, certain State and Alternative Fuel Provider (S&FP) fleets need to acquire AFVs if they:
  - Have 50 non-excluded LDVs total
  - Have at least 20 non-excluded LDVs in a single MSA (250,000 or more in 1980)
- Excluded classes of vehicles include:
  - Take-home vehicles
  - Law enforcement or emergency vehicles
  - Vehicles used to restore electricity operation in emergencies
  - Non-road vehicles (such as NEVs)

# Fleet Requirements – S&FP

- At this point, acquisition requirements are:
  - States 75% of covered LDV acquisitions must be AFVs annually
  - Alternative Fuel Providers 90% of covered LDV acquisitions must be AFVs annually
- Alternative Fuel Providers must also use AF in each AFV whenever the AFV is operating in an area where the AF is available
- Model Year for Program runs from 9/1 to 8/31

# Fleet Requirements - Federal

- Federal Fleet requirements from EPAct 1992 are similar to those for S&FP Fleets
- Applies to Federal fleets of 20 or more LDVs that are centrally fueled and operated primarily in a single MSA/CMSA
  - There are 21 'covered' Federal Agencies
- Similar excluded vehicles to S&FP, although also include military tactical vehicles

# Federal Requirements (Con't)

- **EPAct 1992:** Federal fleets must acquire AFVs
- **EPAct 2005:** AFVs must use alternative fuel (AF) unless they receive a waiver from DOE
  - 53 percent of Federal duel-fueled AFVs waivered in FY 2009!
- **OMB:** Reduce the number of waivers received annually from DOE
- **E.O. 13423:** 2% annual petroleum reduction and 10% annual alternative fuel use increase requirements

## Top 10 Strategies for Success

- 1. Pursue and provide funding opportunities
- 2. Hold meetings and workshops
- 3. Coordinator peer exchange
- 4. Stay fuel and technology neutral
- 5. Membership communication



## Top 10 Strategies for Success

- 6. Utilize DOE program support mechanisms
- 7. Funding support from coalition strive to be self-sufficient
- 8. Build a strong partnership with state, local, and

federal agencies

- 9. Have an annual plan
- 10. Be excited and make it fun!!!

